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# Unique Approaches to Creating Thematic Images to Enhance Professional Development Sites

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## UO Libraries & Human Resources

Unique approaches to creating  
thematic images to enhance  
professional development sites

**Nargas Oskui** (Manager / IT Consultant)

in partnership with

**Pam Farmer** (Director, Organizational  
Development & Training)

February 5, 2010



## UO Libraries & Human Resources

# What we are talking about today

Storytelling through the use of picture metaphors

Metaphors: fanciful representations of an idea.

### ***Examples***

- ***NEO banner*** - <http://odt.uoregon.edu/neo/>
- ***ODT banner*** - <http://odt.uoregon.edu/>
- ***Proposed HR banner***



# Two elements necessary when telling stories using metaphors

1) Is it figurative? — *NOT literal*

2) Can it expand metaphorically? —

*Can you create a story with the image(s)*



## Website banner development

### Purpose

- Picture collages to serve as visual story defining what goes on in that site
- Used to tap into the multiple learning styles of people accessing this site

### Creating the picture story

- Create themes to describe the work of the department
- Use the themes to identify pictures



# Questions to identify themes

- Consider the work you do for [department].
- Think of the different elements of your assigned functional area in [department].
- Do you have a picture of what that looks like.
- Now narrow that scope of that picture to focus on the services your are consistently asked to provide.
- What words or phrases describe that service?



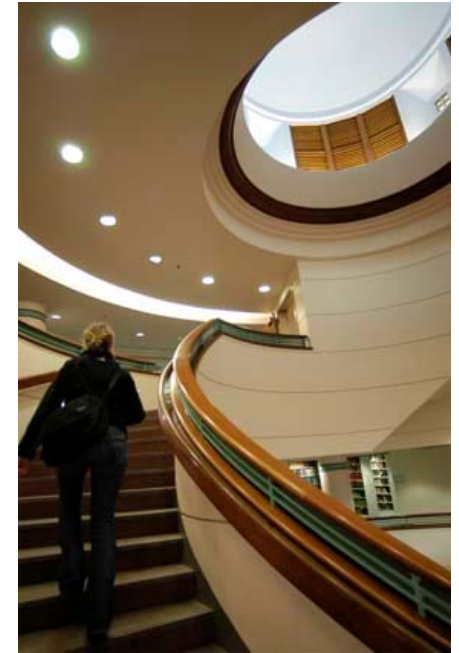
# Turning themes into pictures

What pictures depict the themes

Focus on the desired outcome:

Creating a fanciful and engaging story that depicts the service your unit provides

# New Employee Orientation - banner formation

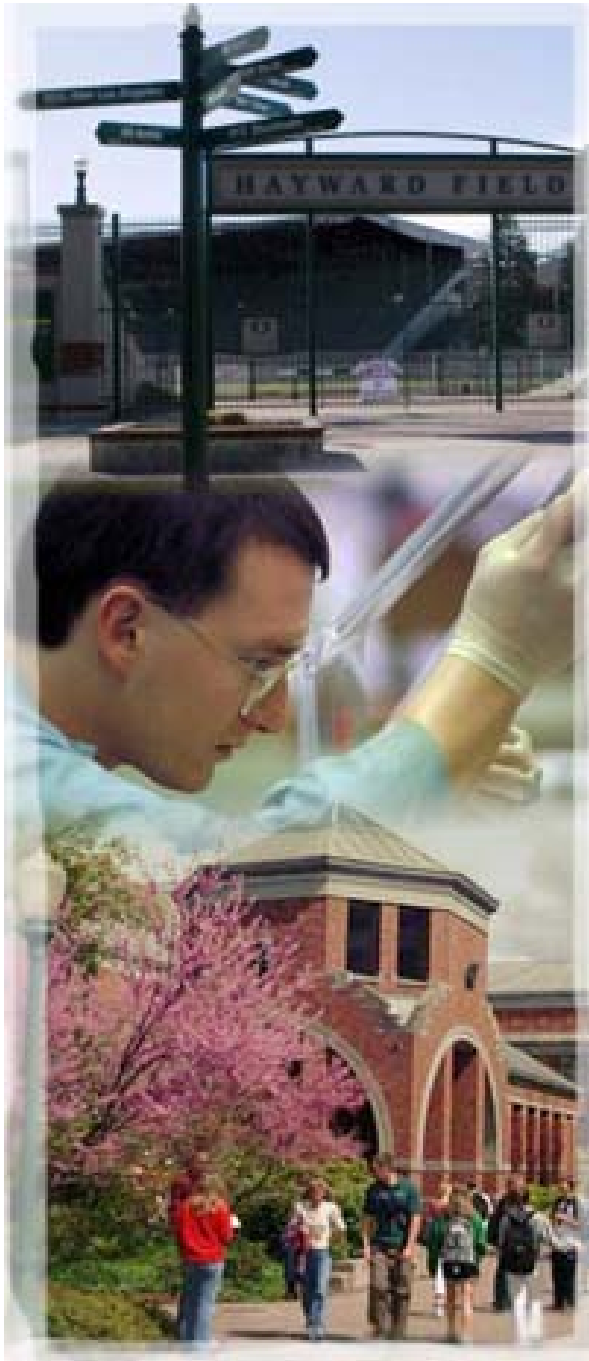






# NEO section 1: About the UO

- Comprehensive research university
- With international presence



## NEO section 2: Getting started

- Navigate a new work experience
- Find the answers to your questions

# NEO section 3: Benefits & 4 – Work support services



a helping hand supporting the ducks

scan and identify work support services





# NEO section 5: Work-life balance resources

promoting sustainability in  
environmental practices

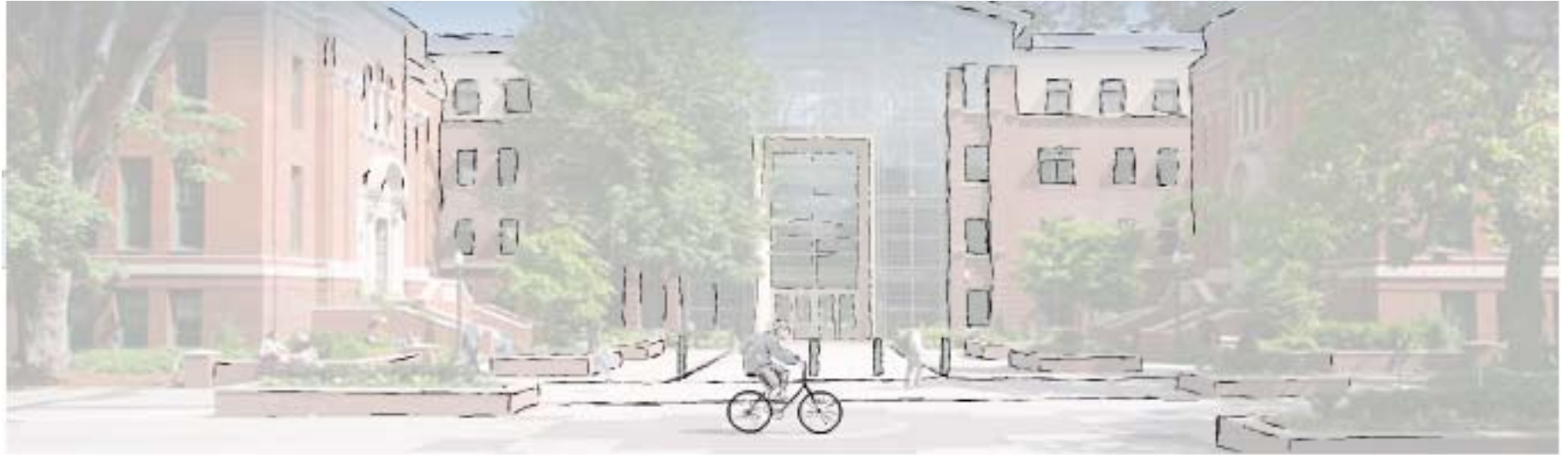


# ODT banner formation






# Dynamic Graphics: Getting started



# “Push” technologies: Learning Events Countdown

**New Employee Orientation**




**00 : 00 : 00 : 00**  
DAYS HOURS MINUTES SECONDS

Where  
When  
Who

Contact us to find out!

**Workforce Planning - Creating a vision**



**45 : 07 : 39 : 26**  
Days Hours Min Sec

Date: 03/18/2010 9:00 am - noon  
Location: Walnut Room, EMU  
To Sign Up: [Click Here](#)  
How things are done when people leave your unit? What techniques have you put into place to capture that knowledge while those individuals



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## UO Libraries & Human Resources

# Hosted eLearning Integration



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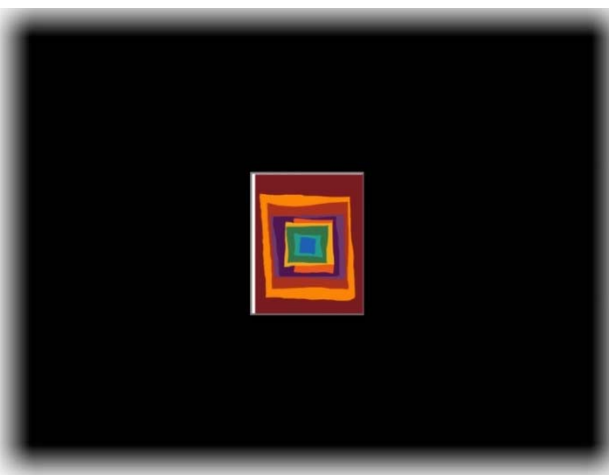
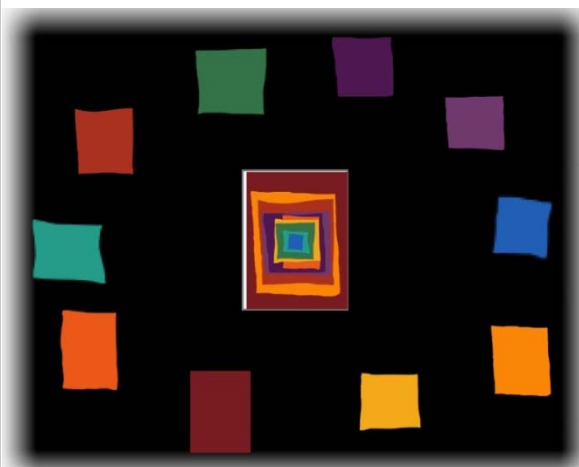
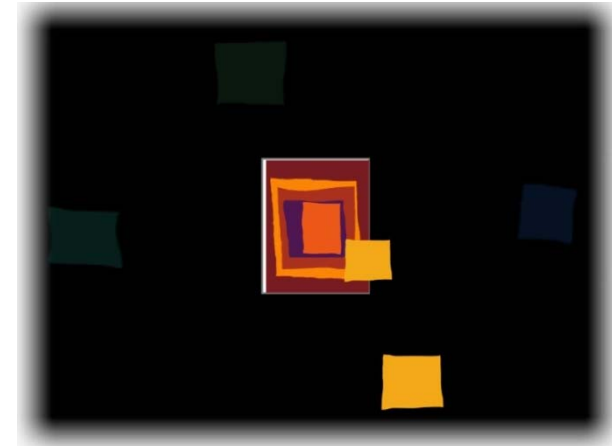
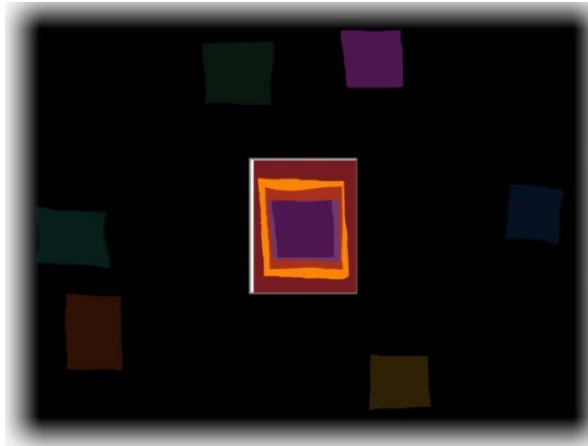


***skillport...***  
***your***  
***elearning***  
***connection***



# ODT Services

## Colorful, dynamic, appealing

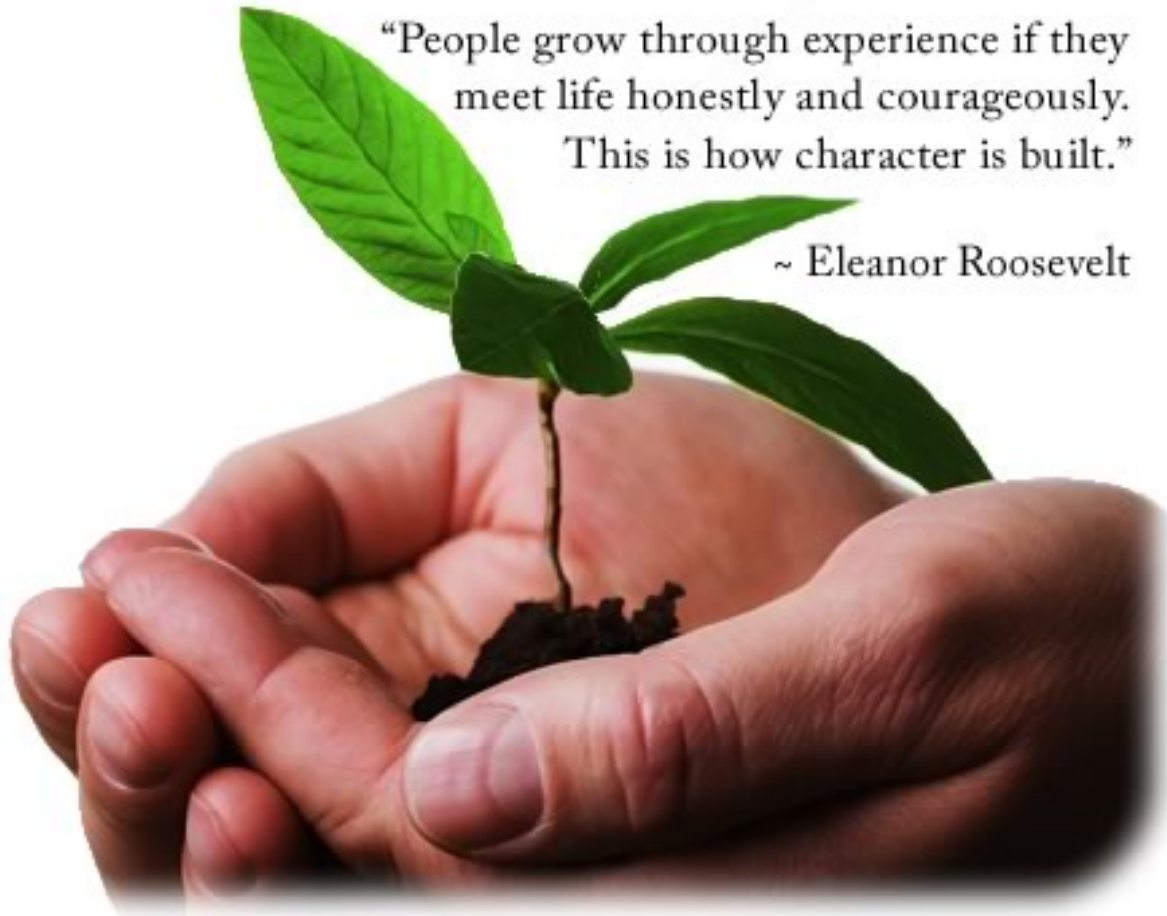


# Work Resources - Inspirational

# Grow

“People grow through experience if they  
meet life honestly and courageously.  
This is how character is built.”

~ Eleanor Roosevelt



# Contact module – dynamic, colorful, depicts partnerships



[illegible]

# World





# Metaphoric Learning

Fanciful thinking that meets multiple  
learning styles

***The sky's the limit...***

<http://odt.uoregon.edu/neo/>

<http://odt.uoregon.edu/>